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Santa Rosa County Tourist Development Office
8543 Navarre Parkway
Navarre, FL 32566

Local Event/Marketing Application

Any organization requesting funding will be required to complete this form

Applicant Organization Navarre Beach Marine Science Station
Contact Person Charlene Mauro Title Director
Organization Address 8638 Blue Heron Ct.
City Navarre Beach State FL Zip 32566 Phone (850) 449-4295
Email Address: mauroc@santarosa.k12.fl.us Web Address: www.navarresciencestation.org
Cell (850) 449-4295 Organization IRS Status federal tax identification number: 59-6000845

Name of Event or Project: 5th Annual Autism OdysSea - April 2017

Has this project received grant funding from the SRC Tourist Development Council in the past? no

If yes, when and how much and what year? _____

If yes, what is the room history of the event? # of rooms _____ # of nights _____

2016/2017 Event Request Details

Location of Event or Project: Navarre Beach Marine Science Station

Date(s) of Event or Project: April 1, 2017

Detailed Explanation of the Project: Please see attachment

Total Budget of Event: \$ 11330.40

(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$ 5000.00

Intended use of Funds: Print marketing, Florida's Playground Promo shirts, Advertising Event Package, Online Marketing

Match Provide by Organization

In-kind description: 40 volunteers @ 6 hours each (\$23.46 2016 independent sector rate)

Value of in-kind: \$ 5630.40 Match dollars provided by your organization: \$ 1000.00

In- Kind Definition – Make up of something other than money; (of payment) given in the form of goods or services and not money.

Projected Attendance: 700 Projected Number of Out of Town Visitors: 250

What are the goals and objectives for this event for which you are applying for:

Please see attachment.

Describe how the effectiveness of this event will be measured:

An evaluation will combine traditional methods such as registration and event counts along with more dynamic methods such as visitor interviews and satisfaction surveys.

How will the event/project benefit tourism in Santa Rosa County?

Santa Rosa County will receive expanded reach to families with children on the spectrum through direct and package marketing. Programming publicity will include TDO information, logo and link to website for expanded opportunities.

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic information as available):

Families with children on the spectrum, Autism centers, groups, state organizations, students, teachers, local environmental organizations

Anticipated number of vendors: 5 - mostly Autism and Environmental Groups will participate (SeaGrant, FWC, Oceans Hour, ECSC)

Will you survey the participants to capture data: Yes

If no, how do you intended to collect data for reporting purpose: _____

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms: 20
 X
 Estimated number of nights: 1
 X
 Estimated Room Rate per Night*: 151.00

*Use the following estimated rental rates to calculate bed tax estimates

- Spring (March 1-Memorial Day): \$151 per night
- Summer (Memorial Day – Labor Day): \$188 per night
- Fall (Aug. 31 – Nov. 1): \$118 per night
- Winter (Nov. 1 – Mar. 1): \$95 per night

$$= \underline{3020.00} \quad \times .05 = \$ \underline{151.00}$$

Estimated Total Bed Tax Generated

Estimated Sales Tax Calculation

Estimated Number of Visitors: 250
 X
 Average Spending per out-of town visitor per day including transportation: \$110
 X
 Estimated Number of Days In County: 2

$$= \underline{55,000.00} \quad \times .065 = \$ \underline{3575.00}$$

Estimated Total Sales Tax Generated

Total Potential Tax Impact

Total Estimated Bed Tax Generated (from calculation above): \$ 151.00
 Total Estimated Sales Tax Generated (from calculation above): \$ 3575.00
 Total Estimated Tax: \$ 3726.00

Describe how financial resources will be monitored

All purchases will be made using a check or credit card. Receipts, invoices, and copies of checks (front and back) will be submitted for reimbursement.

Have you applied for an event permit? No Are any licenses required? No

If so, list the required licenses and permits and attach copies to this application

Will you purchase event insurance? Yes / No, Carrier No

Liability/Medical Insurance? Yes / No, Carrier Yes, SRCSD

Please list the Event's Lodging and non-Lodging partners:

Lodging Partners

Resort Quest

Navarre Best Western

Navarre Properties

Non-Lodging Partners

Northwest Florida Marine EDGE

Santa Rosa County Schools

Spectrum House

FWC

Emerald Coast Science Center

Autism Speaks

Are lodging partners offering a special rate for this Event? ☒ Yes ☐ No

Will lodging partners provide room night verification after this Event? ☒ Yes ☐ No

How will information about room nights actually booked for this Event be obtained (e.g. lodging partner reports, registration roster, visitor survey, ticket sales)?

Lodging Partner Reports, Registration Roster, Visitor Survey

If this is **NOT** a new event, what efforts are being made to grow the event to increase the number of overnight visitors from the previous year?

Expand marketing area! This event has grown exponentially in the past four years.

Please use the space below to add any additional event information:

Please see attachment.

Estimated Budget

Projected Income

	CASH	IN-KIND	
Entry Fees (participants)			
Admissions (spectators)			
Sales (merchandise, etc.)			
Sponsorships	1000.00		
Other			
Local Event Marketing Funding			TOTAL INCOME
TOTAL	\$ 1000.00	\$	\$ 1000.00

Projected Expenses

	CASH	IN-KIND	
Contracted officials			
Operations		5630.40	
Rentals/Equipment	1000.00		
Food and Beverage	500.00		
Merchandise for Sale			
Souvenirs/Giveaways			
Print Marketing	500.00		
Online Marketing	700.00		
Television Marketing			
Radio Marketing		1200.00	
Direct Mail Marketing	800.00		
Direct Sales Marketing			
Florida's Playground-Branded Promo Items/Prizes	2000.00		
Site Fees			
Sanction Fees			
Concert/Performance Fees			
Other			TOTAL EXPENSES
TOTAL	\$ 5500.00	\$ 6830.40	\$ 1230.40

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Charlene Mayo

Organization: Navarre Beach Marine Science Station

Charlene Mayo
Signature

5/31/2016
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

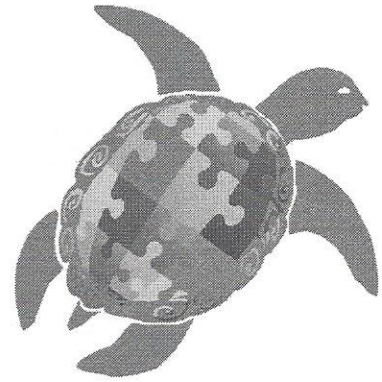
- ☐ Completed application (pages 4-9)
- ☐ Signed certification and compliance form (page 10)
- ☐ Copy of event license (if any)
- ☐ Copy of event permit (if any)
- ☐ Copy of event insurance (if any)
- ☐ Copy of liability insurance
- ☐ Anticipated budget, including detailed expenses and revenue
- ☐ Original and four copies of your complete application package (all items listed above)

Applicant: Navarre Beach Marine Science Station

Name of Event: 5th annual Autism OdysSea

Date of Event: April 1, 2017

Amount Request: \$5000.00



Detailed Explanation of Event

NWFL MARINE EDGE, Inc. was formed as a non-profit organization to expand programs of the Navarre Beach Marine Science Station and offer year-round family-centric eco-tourism programs that cultivate citizen scientists through conservation, education and sustainable ecosystems. The Navarre Beach Marine Science Station will host our 5th annual Autism OdysSea event for the families of children on the spectrum. Participants will register as a family to participate in the hands-on programs.

Funds are requested for the development and implementation of these programs for in the amount of \$5,000. The focus will be on families who have special needs children that are from out of the area.

Promotional campaign

- Social Media
- Rack-cards and Brochures

Program development, implementation and coordination to include:

- Kayak / SUP Tours with Master Naturalists
- Fishing
- Sensory Station
- Traveling Touch Tank Bus
- Family Programming
- Guided Walking and Birding Tours with Audubon experts
- Family scavenger hunt
- Shell Excursions and Identification

Promoting program offerings within the Autism Community

These items are essential to make the station more visible in the Autism network. Promotional materials will meet requests by area condos/hotels and advertising in out of town publications will draw in visitors. Promotional items such as car magnets and

tshirts will feature the Floridas Playground logo as well as our Autism OdysSea sea turtle logo.

Marketing Strategy

The proposed campaign will begin in October 2016 to capture the attention of families who have just finished their summer vacations.

Targeted printed postcards will be mailed to Autism groups in areas that are within a five hour drive time. Each postcard will feature specific details outlining times, dates, activities and special rates offered by local beach rental agencies.

The Autism OdysSea campaign will also be sent digitally to prior guests of local property management mailing lists encouraging an additional vacation in the shoulder season. The campaign will also be a feature on the Navarre Beach Marine Science Station website, Facebook page, Twitter and featured through local partner sites as well.

The campaign will be underscored through special announcements and social media contests which will allow visitors to win a free beach bag or other promotional item when making their program reservation.

The campaign will begin in October 2016 and will continue through April 2017.

NWFL Marine EDGE has a database of 2500 contacts including address, phone and email addresses for direct marketing. During the 2014 Pilot Phase, NWFL Marine EDGE purchased an additional 3000 addresses in demographic targets.

Planned outcome of the project:

Autism OdysSea overarching project outcome is four-fold; 1) to provide a special day just for families with special needs children 2) to brand Navarre Beach as the destination for eco-tourism; 2) to provide autistic children events and education centered on a theme of sustainable marine ecosystems; 3) to encourage families to return to Navarre Beach for future opportunities.

Evaluation Plan and Processes

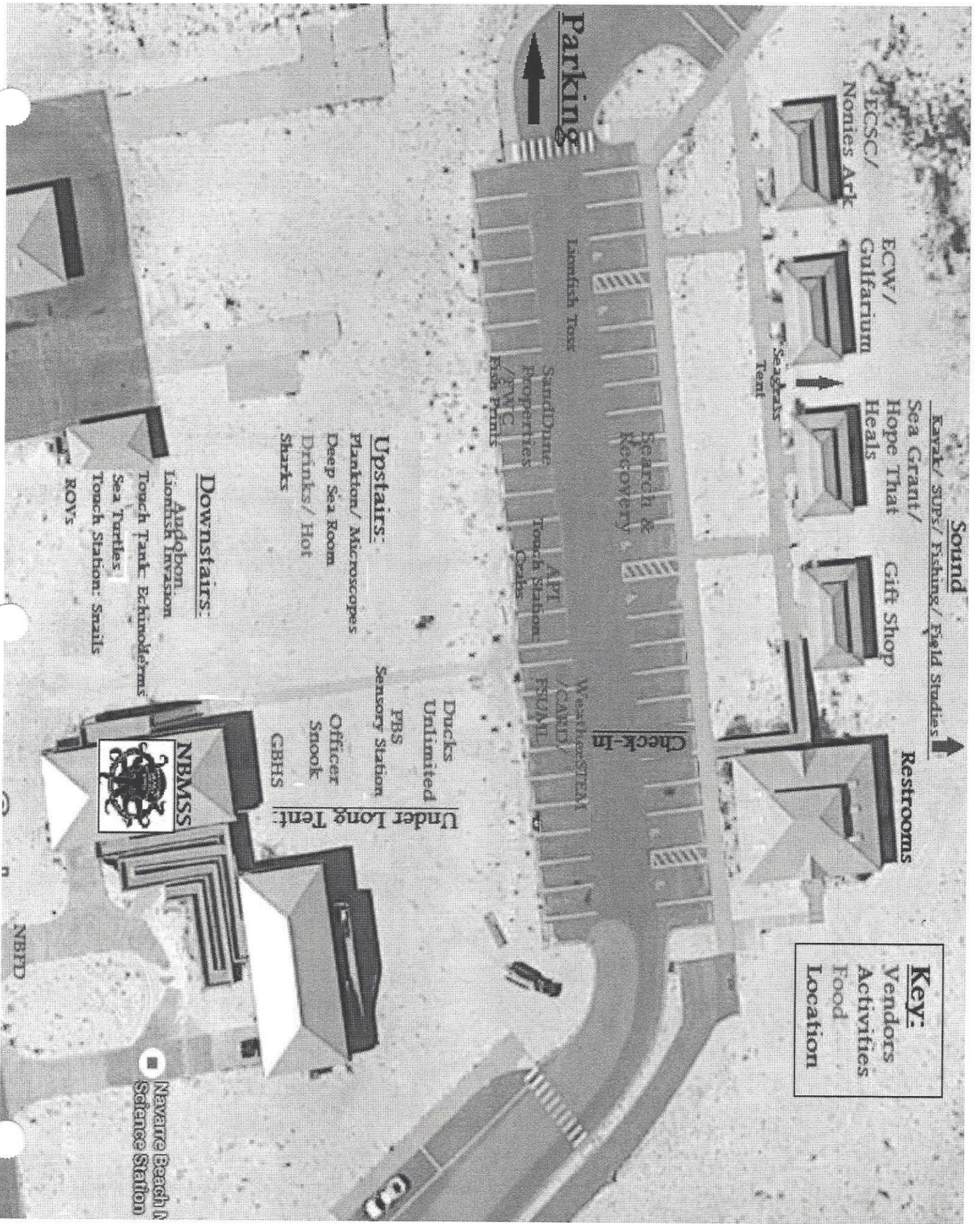
Reporting:

- Number of Visitors
- Total visit days

Guest Feedback - testimonials

Measurement:

1. Reporting
2. Accounting of expenditures
3. Economic Impact analysis
 - Visitor counts – including originating city
 - Average daily spending
 - Average lodging rates
 - Total number of visitor days
 - Estimate of new lodging tax receipts against actual collections
4. Anecdotal visitor Information from direct contact and Social Media sources



Sound

Kayak/ SUPS/ Fishing/ Field Studies

Restrooms

Gift Shop

Sea Grant/
Hope That
Heals

ECW/
Gulfarium

Nonies Ark
ECSC/
Nonies Ark

Key:
Vendors
Activities
Food
Location

Search &
Recovery

Weather Station
/ CARD
PS/AMU

APL
Touch Station:
Crabs

Sand/Dune
Properties
/ FWC
Fish Prints

Check-In

Lionfish Toss

Plankton/ Microscopes

Deep Sea Room

Drinks/ Hot
Sharks

Ducks
Unlimited

PBS
Sensory Station

Officer
Snook

GBHS

Under Long Tent

Downstairs:

Augebon,
Lionfish Invasion

Touch Tank: Echinoderms

Sea Turtles

Touch Station: Snails
ROVs

NBMSS

Navarre Beach
Science Station

NBPD